# SOCIAL NETWORKING

*Sonya White*
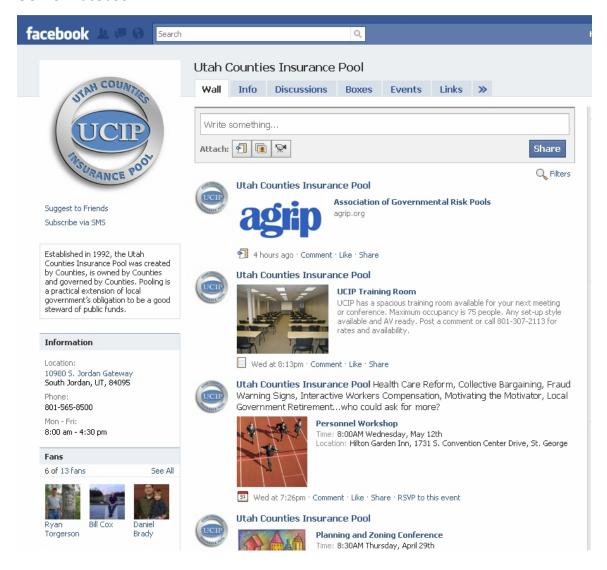*Utah Counties Insurance Pool*

## What is Social Networking?

It's the way the 21st century communicates. It's a grouping of individuals or organizations that share common interests or goals. Professional alliances and friendships are developed and first-hand information is gathered and shared.

## Opportunities/Advantages of using Social Networking in Government:

In a study conducted in the summer of 2009, county/municipal government agencies lead the way in using Social Networking Tools. Existing services are enhanced and SN is a quick and easy way for the government to get the opinion of the public and to keep the public updated on their activities.

## UCIP on Facebook:



**Sign up:** www.facebook.com

**Search for:** Utah Counties Insurance Pool and *Become a Fan*.